



Job description – Marketing Manager

Role description:

Fund Boards Council (FBC) is creating a new role of Marketing Manager. The successful candidate will play an important role in supporting our members with high-quality communications and thought-leadership materials. Working as part of a close-knit, remote team in a small but fast-growing organisation, this role will encompass a wide range of marketing responsibilities, with a particular emphasis on marketing communications.

The Marketing Manager will help create and promote FBC's written, video and audio content. They will ensure that we are communicating with members and subscribers in a timely manner and that we are leveraging all our content effectively across multiple channels. The successful candidate will likely come from a marketing or communications background, ideally within asset management or financial services.

This role offers a high degree of flexibility and will be conducted primarily from home, with travel to London for events and meetings, as necessary.

Main responsibilities:

- Writing and distributing high-quality member communications such as articles, Member Portal communications and newsletters
- Working with Managing Director and Head of Digital to ensure the website regularly features new, high-quality content and effectively showcases FBC's services.
- Working with external writers where appropriate and ensuring all materials are distributed effectively and are of maximum use to our members.
- Writing content for and promoting FBC's schedule of events and meetings.
- Develop social media strategy and social campaigns to support wider marketing communications plan
- Editing and promoting content generated from FBC events and working with the Digital and AV Exec to ensure that these are made available to members and subscribers in a variety of formats and in a timely manner.
- Writing blogs, social media posts and other promotional activities to support FBC's full range of activities.
- Supporting Founders and Head of Digital with ad hoc marketing and communications requests

Candidate attributes:

- The successful candidate is likely to come from a marketing communications background within financial services.
- Demonstrably strong writing and communications skills essential, experience of writing for a sophisticated, professional audience preferred.

- Self-motivated team player with a strong “can-do” attitude. Proactive, the successful candidate will be expected to ensure that writing projects are progressed and delivered on time.
- Experience of writing for social media and websites preferred
- An interest in asset management and ability/willingness to quickly get up to speed on key governance issues affecting the industry
- Experience of Mailchimp or similar CRM or email marketing system desirable but not essential as full training will be given.

Role structure:

Reports to Founder and Managing Director of FBC, Catherine Battershill, and will work closely with other FBC colleagues, including the Head of Digital and Digital and AV Executive.

The role is offered on a part-time, freelance basis. We aim to offer a high degree of flexibility on working hours and the exact hours/number of days will be agreed directly with the successful candidate. Pay rates commensurate with experience.

For the right candidate, there is also the opportunity for this role to be structured as a PAYE role.

About Fund Boards Council

Established in 2019, Fund Boards Council is a professional membership organisation and think-tank dedicated to supporting independent and executive directors who sit on fund boards. We provide engagement opportunities through our extensive range of in-person and digital events, thought-leadership and research into key issues relating to investment governance and consultancy services in areas such as board effectiveness and Assessment of Value.

Our members are typically either incumbent independent directors currently sitting on a fund board in the UK, Dublin or Luxembourg or executive or individual board members of the fund board of a corporate member firm. As at 30 September 2020, we have over 250 individual and corporate members and count leading global multinational asset managers amongst our corporate membership.

Application details

To apply, please send your CV and current salary details to contact@fundboards.org by Friday 11th December 2020.